UNCW's Open Textbook Initiative

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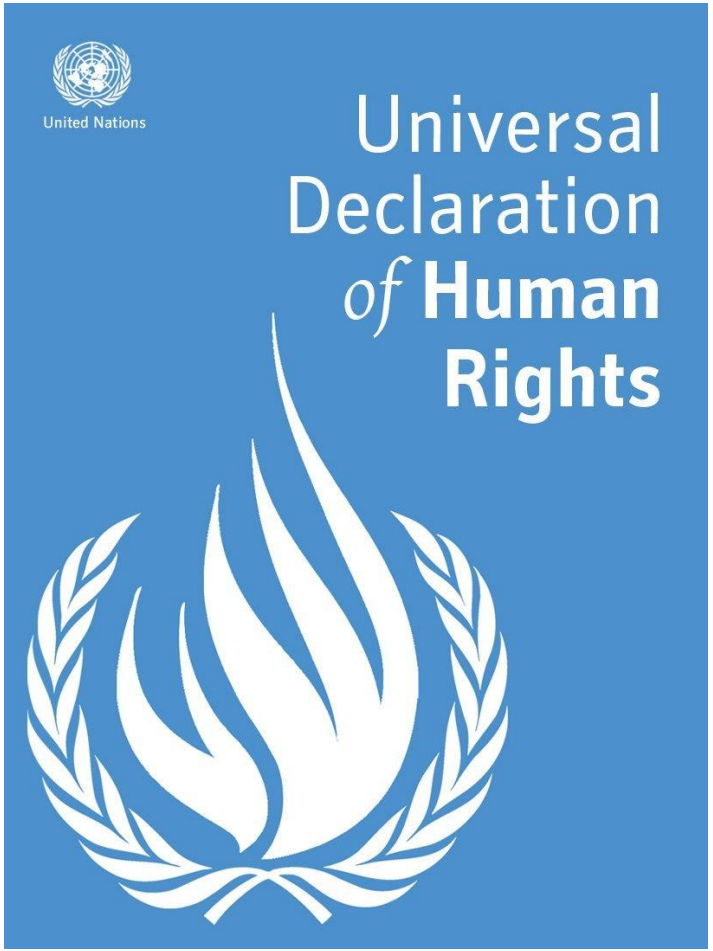
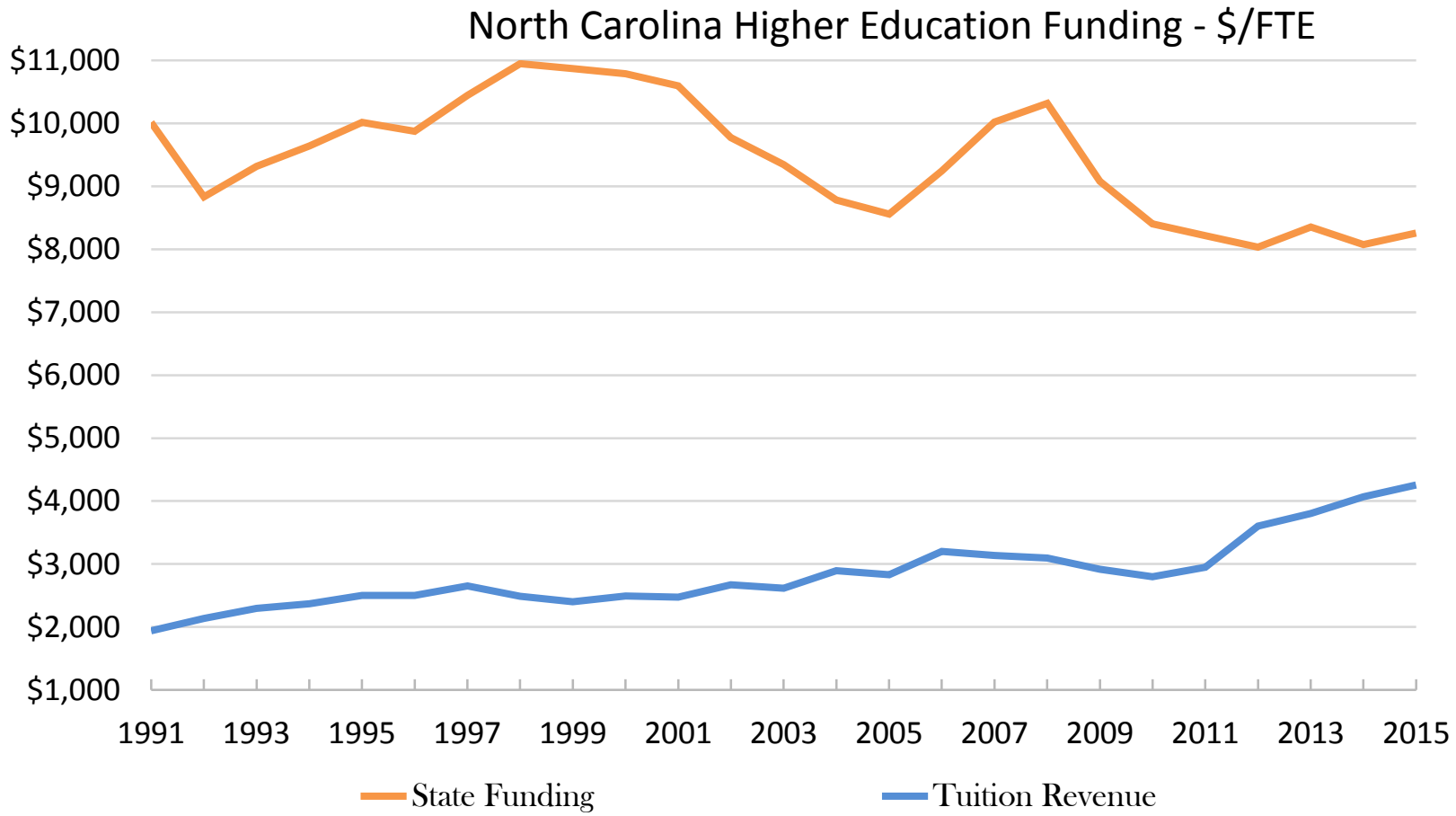


"…higher education shall be equally accessible to all"



http://www.sheeo.org

The average borrower owes more than

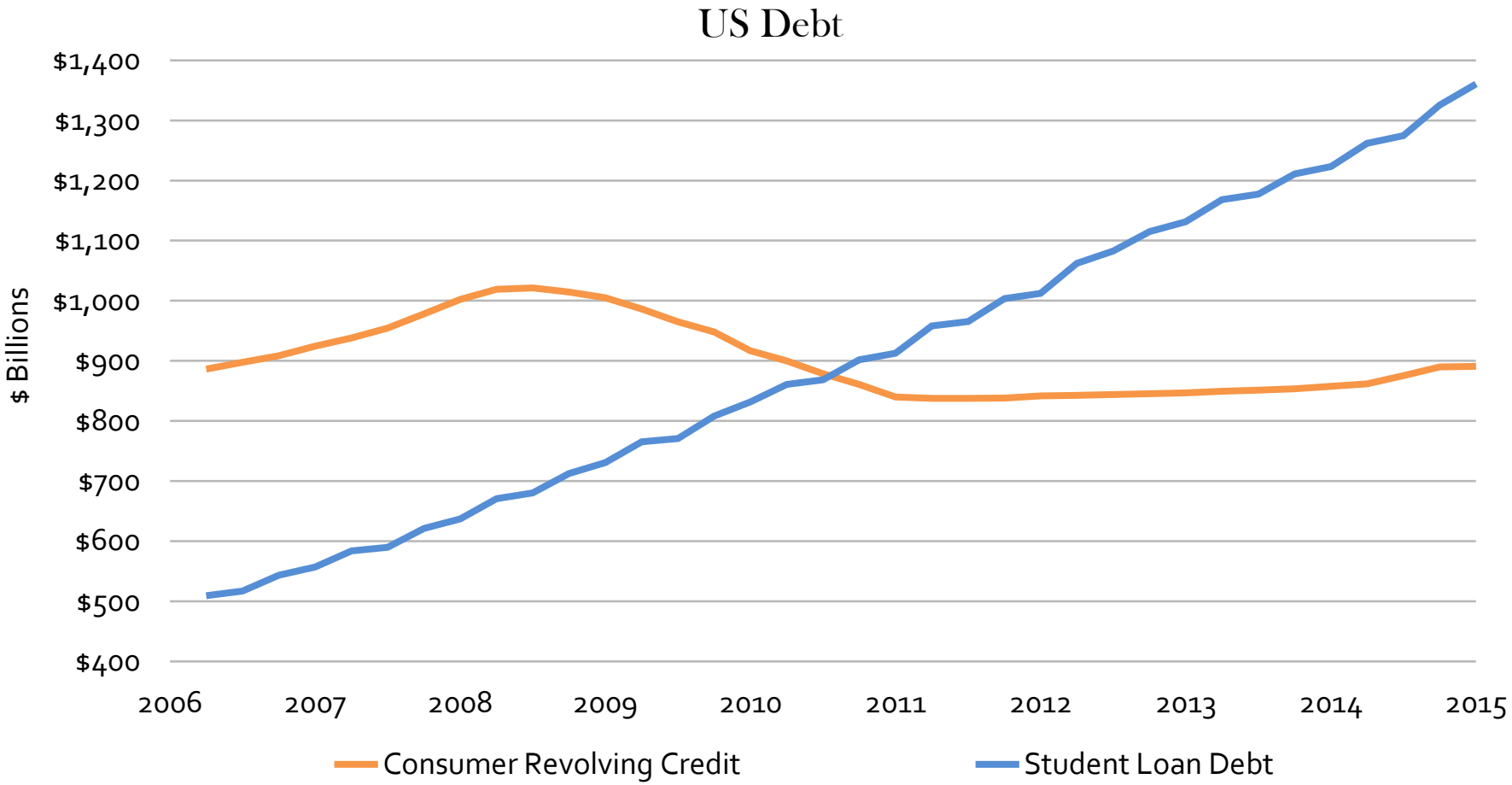
$30,100

in student loans (class of 2015).

North Carolina = $25,645

UNCW = $26,730 (class of 2014)

http://ticas.org/posd/map-state-data



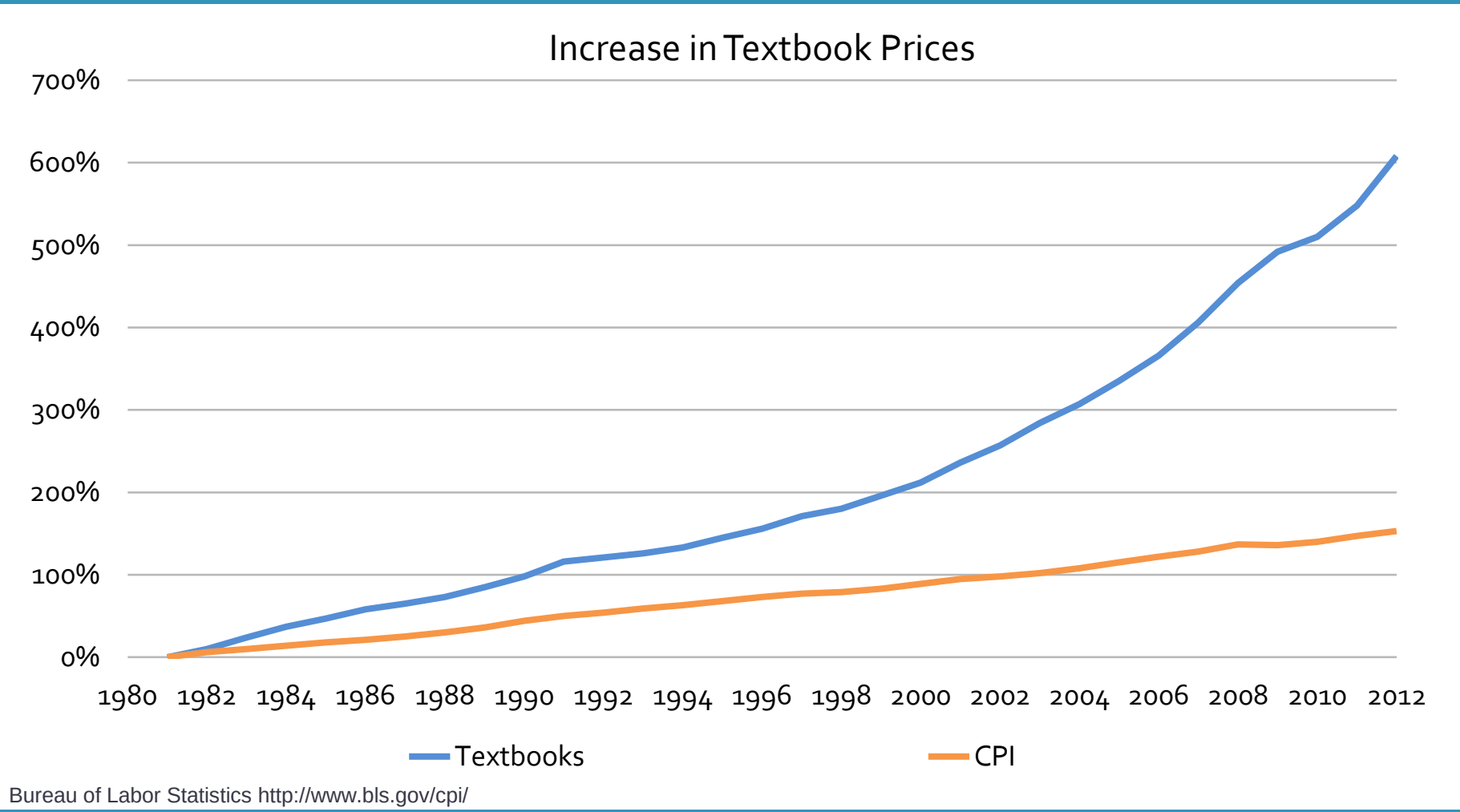
Federal Reserve http://www.federalreserve.gov/releases/g19/Current/

Cost of Attendance?

- Tuition and Fees
- Room and Board
- Books and Supplies
- Personal Expenses
- Transportation
- Health Insurance

What can we do?

- Tuition and Fees
- Room and Board
- Books and Supplies
- Personal Expenses
- Transportation



Bureau of Labor Statistics http://www.bls.gov/cpi/

The average student should budget

$1,250

for textbooks and course materials in 2017-18

https://trends.collegeboard.org/college-pricing/figures-tables/average-estimated-undergraduate-budgets-2017-18

Appalachian State University	$700	UNC Chapel Hill	$1,604
East Carolina University	$1,280	UNC Charlotte	$1,200
Elizabeth City State University	$362	UNC Greensboro	$956
Fayetteville State University	$1,000	UNC Pembroke	$1,505
North Carolina A&T State University	$1,400	UNC Wilmington	$1,126
North Carolina Central University	$1,500	UNC School of the Arts	$1,250
North Carolina State University	$1,082	Western Carolina University	$2,151
UNC Asheville	$1,200	Winston-Salem State University	$1,300

https://uncw.edu/Finaid/cost.html

Coping with the Cost

- Purchase an older edition of the textbook
- Delay purchasing the textbook
- Never purchase the textbook
- Share the textbook with other students
- Download textbooks from the internet

59%

of students report that they have had to wait for their financial aid check to purchase textbooks.

Unpublished Minnesota State University Student Association survey

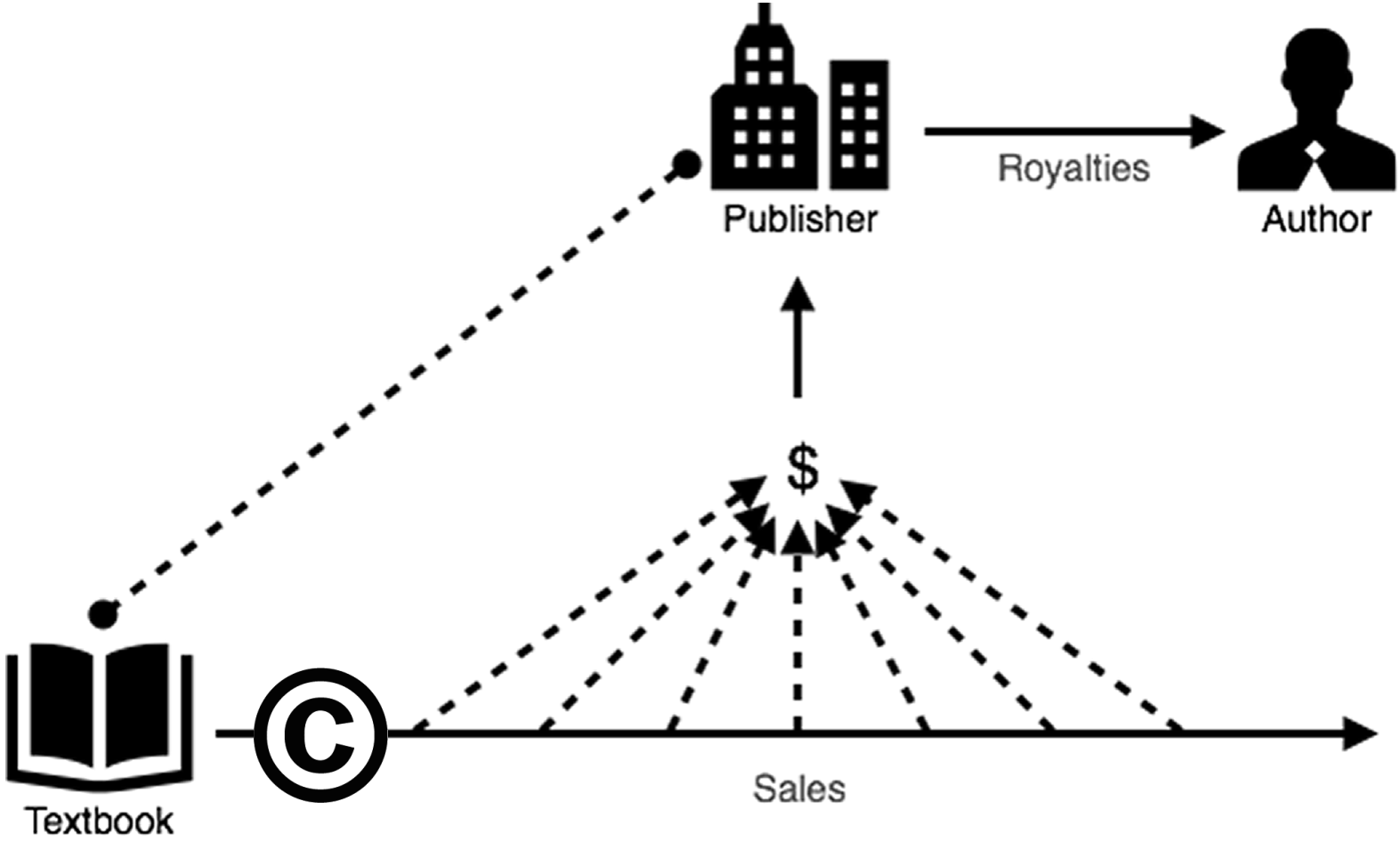
7/10

students surveyed hadn’t bought a required textbook due to cost.

http://www.slideshare.net/txtbks/open-education-and-solving-the-textbook-cost-crisis

UNC-Charlotte students perspectives on the cost of textbooks

https://www.youtube.com/watch?v=6E78QZFQdOk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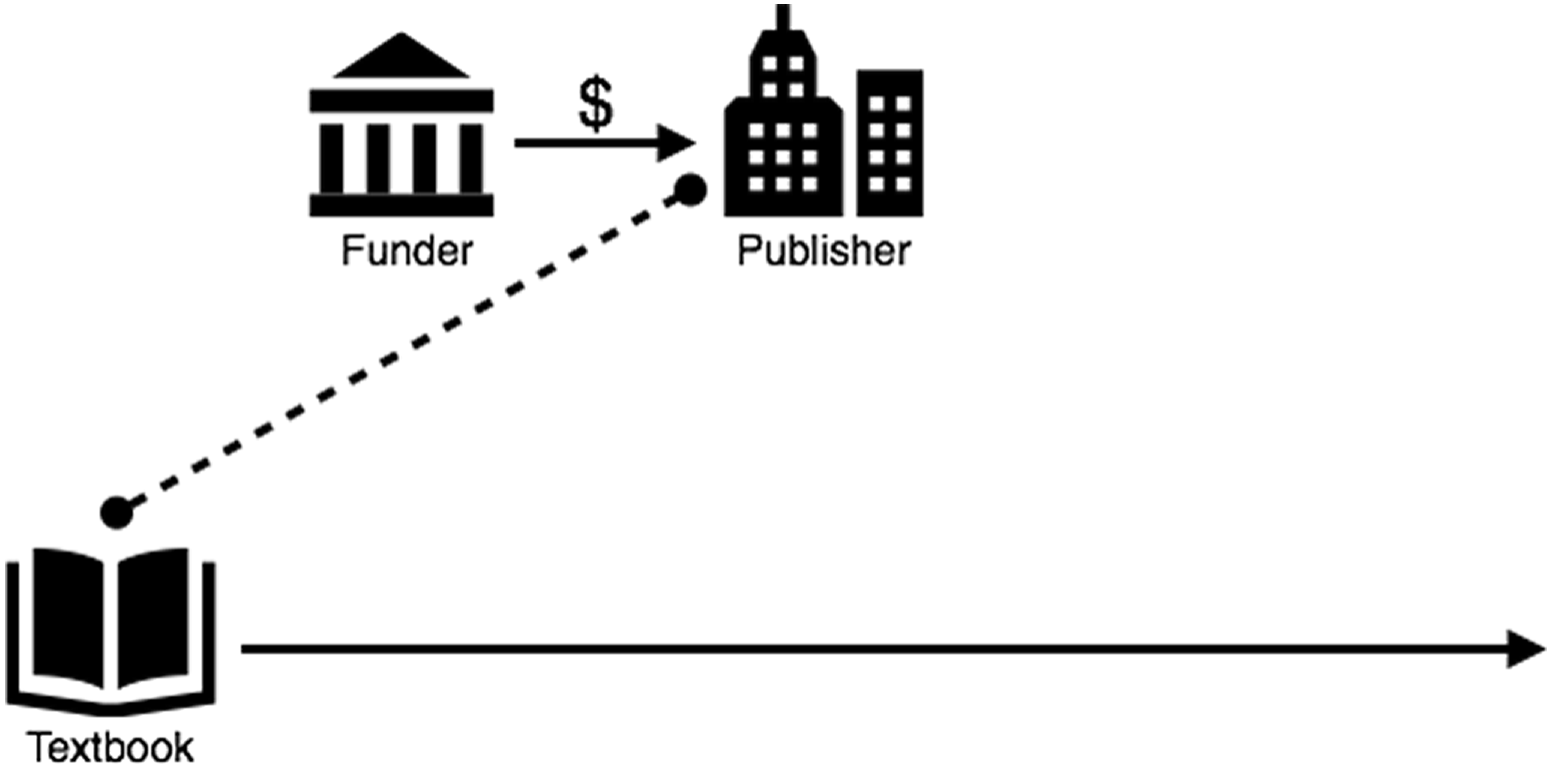
Other models…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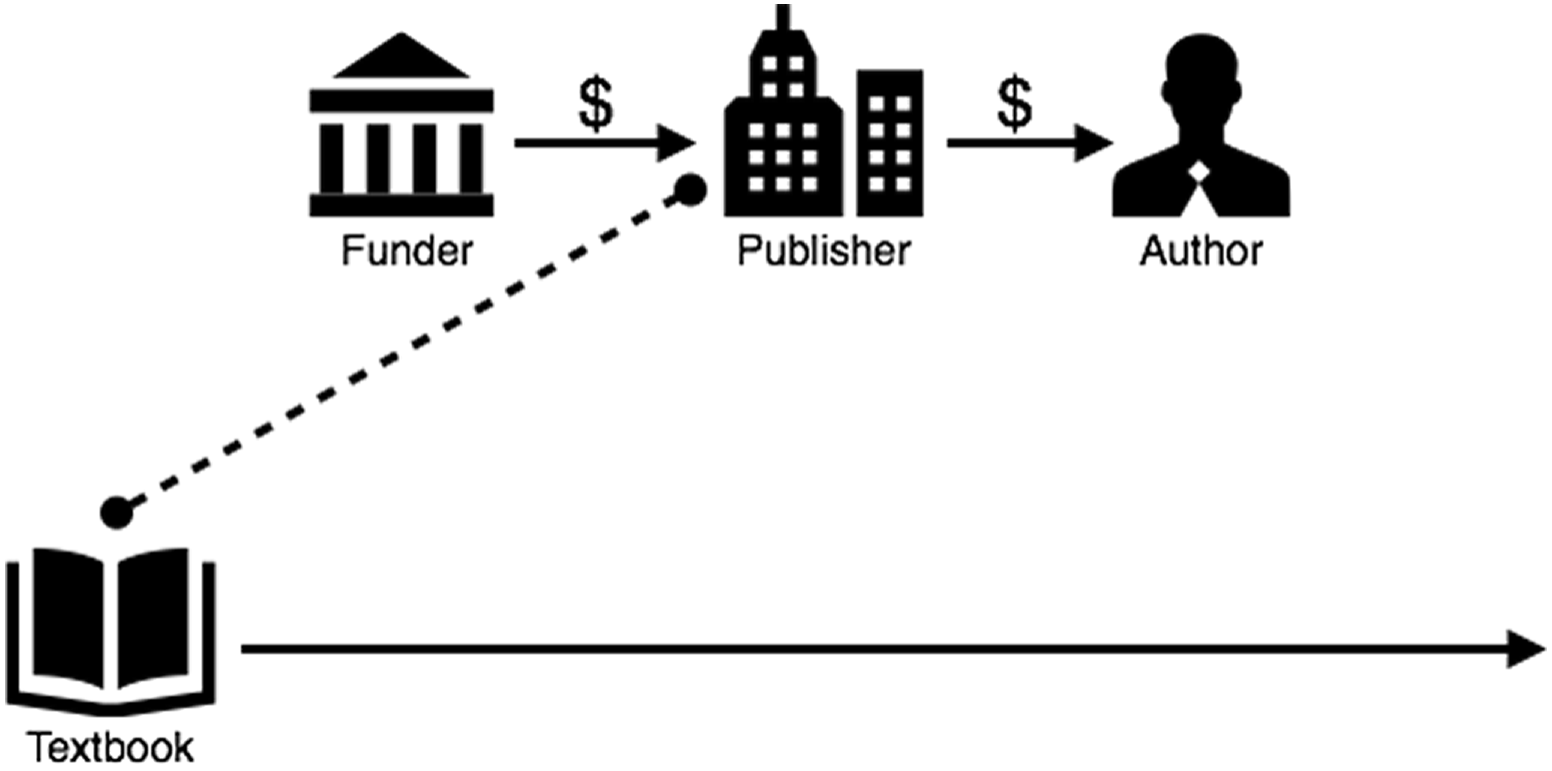
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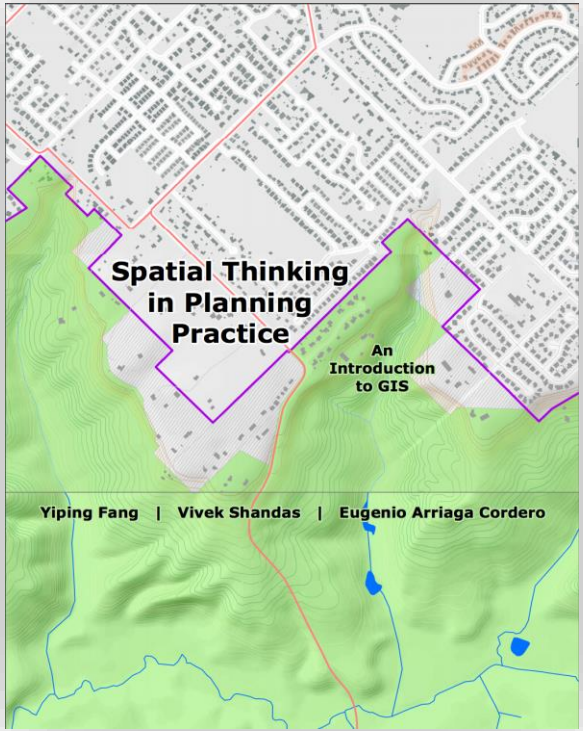
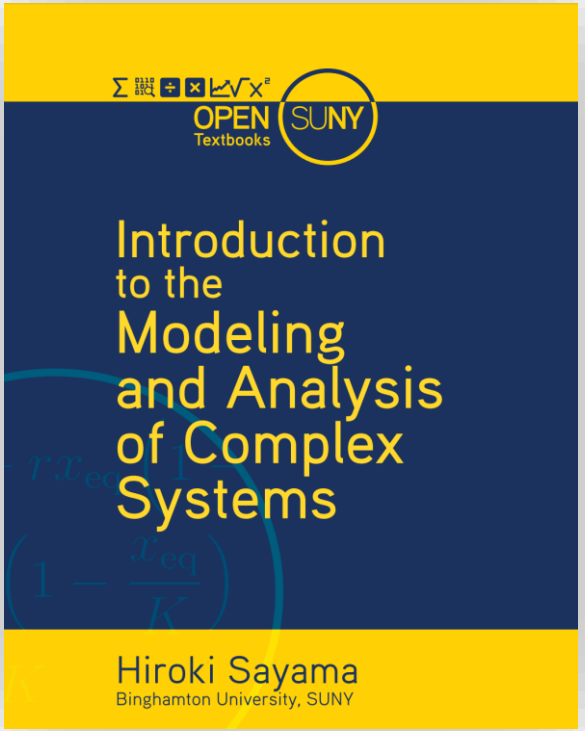
Where does the funding come from?

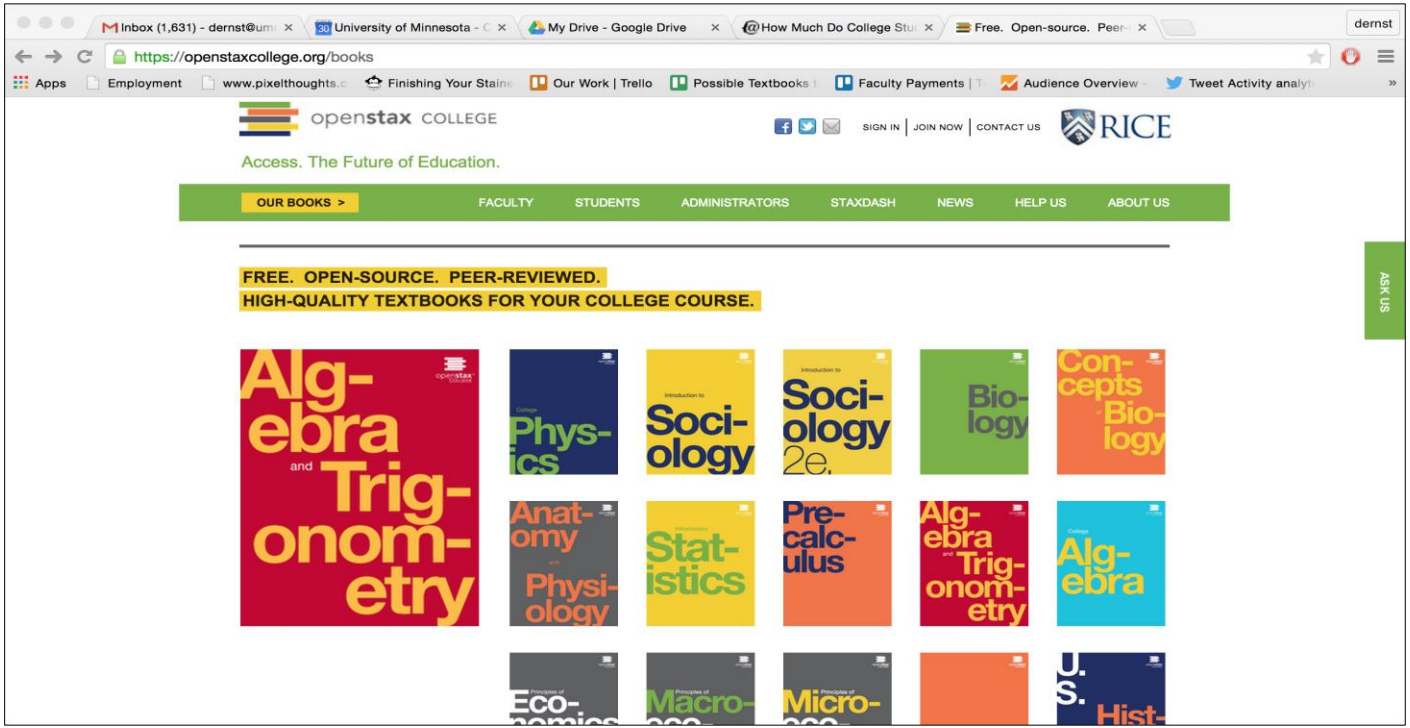
- Universities (SUNY, Umass Amherst, Portland State, …)
- Foundations (Hewlett, Gates, …)
- Governments (state, federal)
- Institutional Consortia (CALI)

Textbooks funded by their institutions

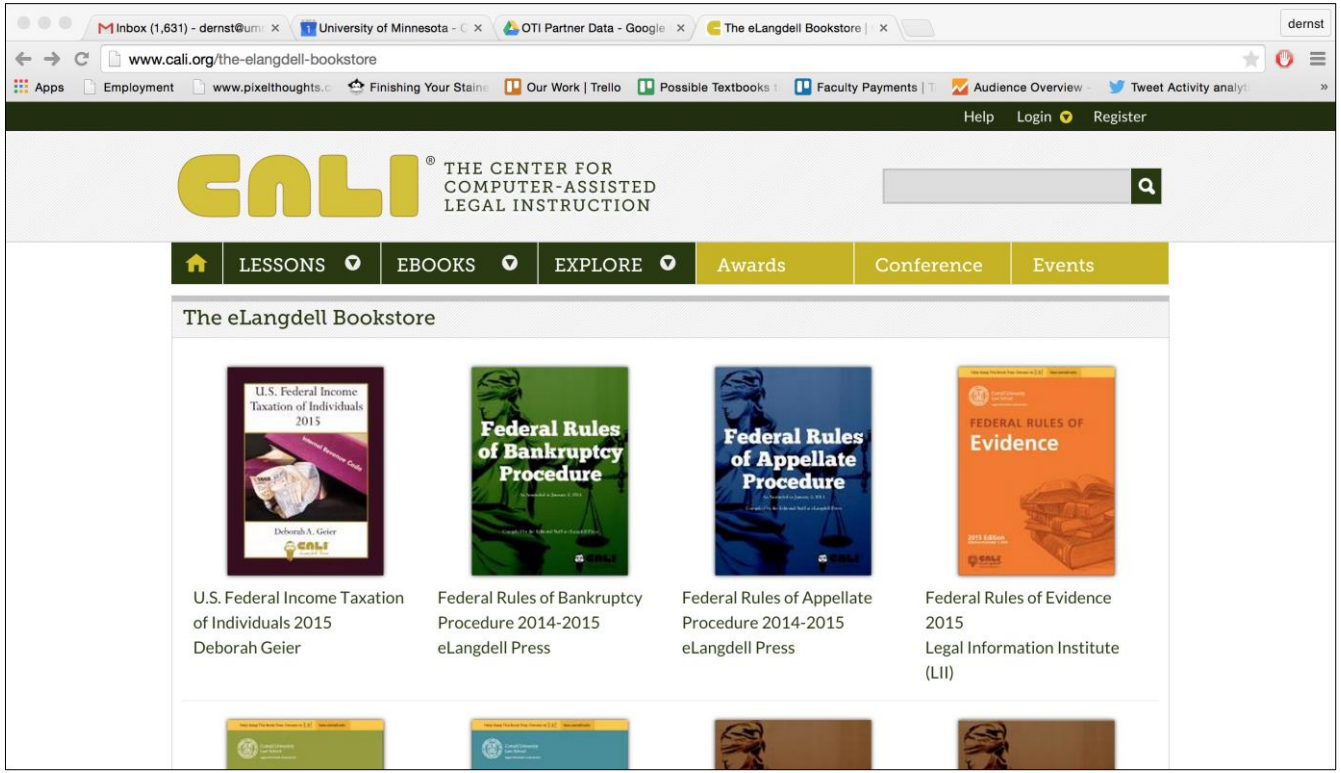


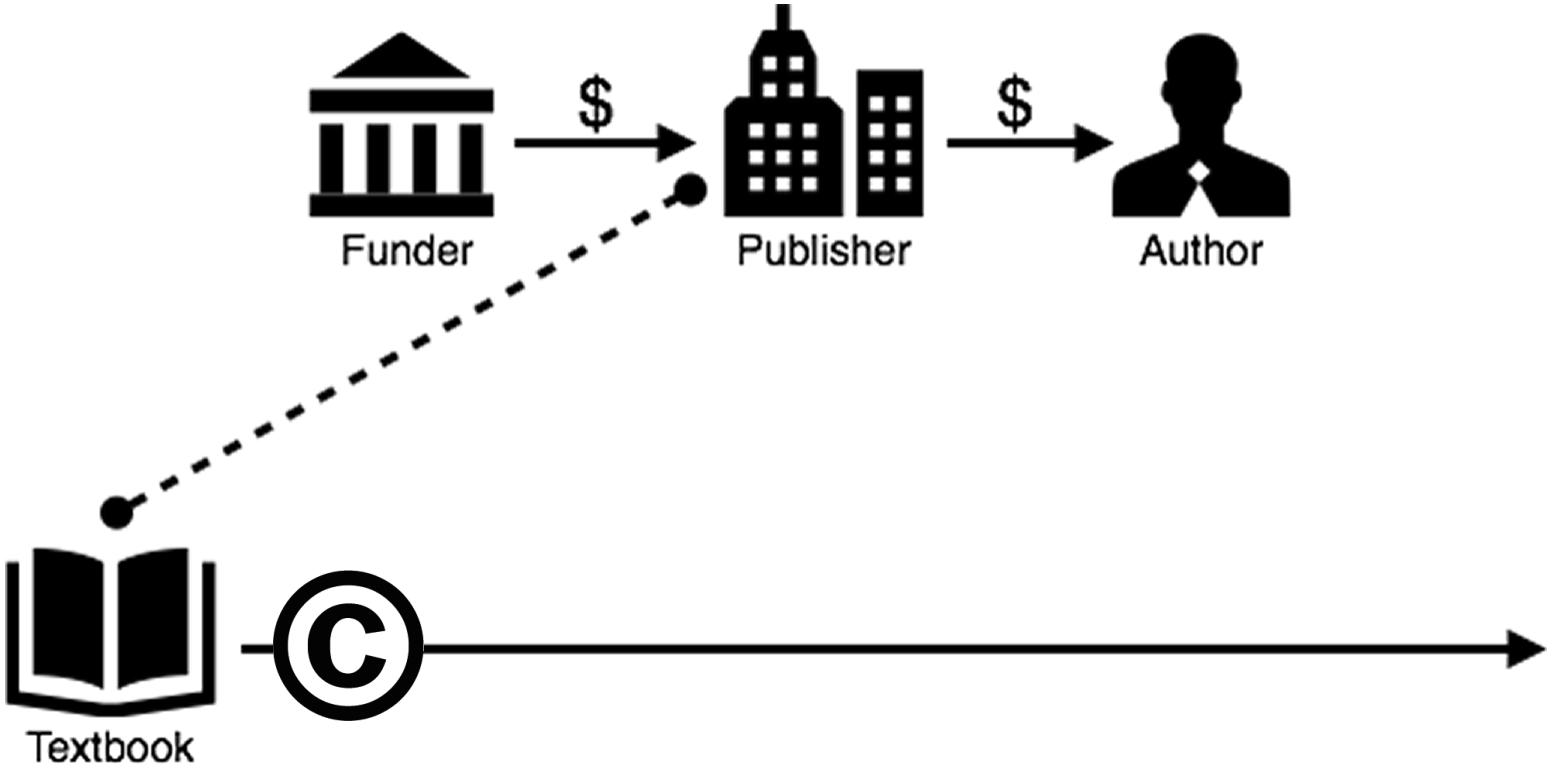


Textbooks funded by foundations



Textbooks funded by a non-profit consortium

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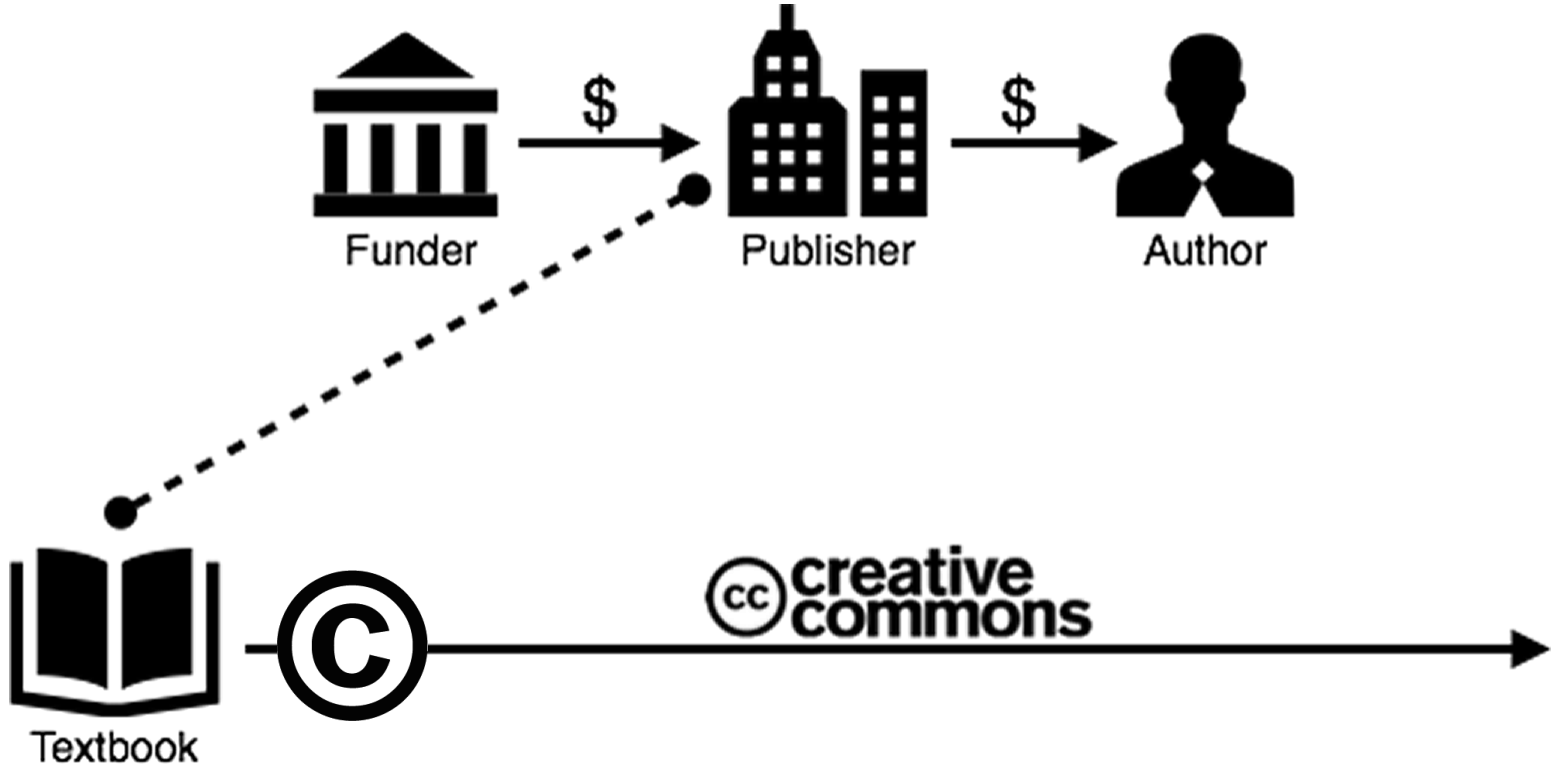
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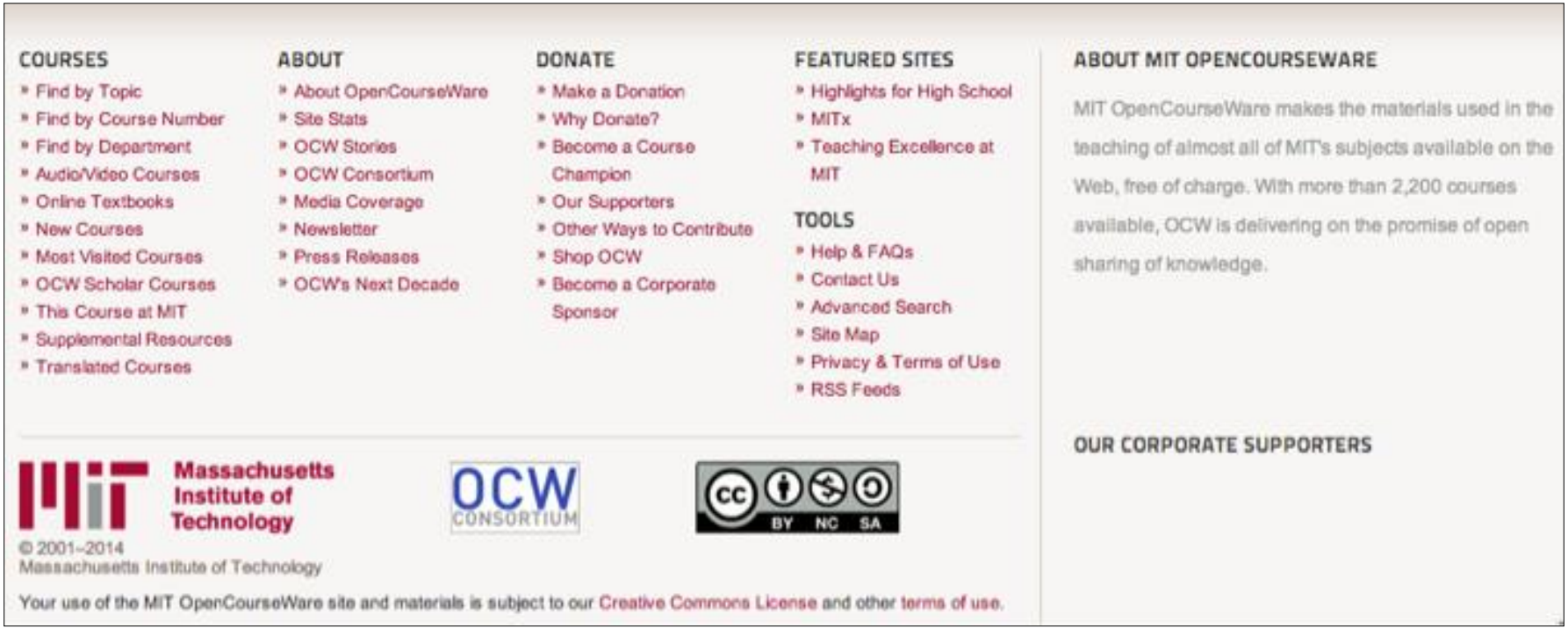
Open Courseware page showing Creative Commons



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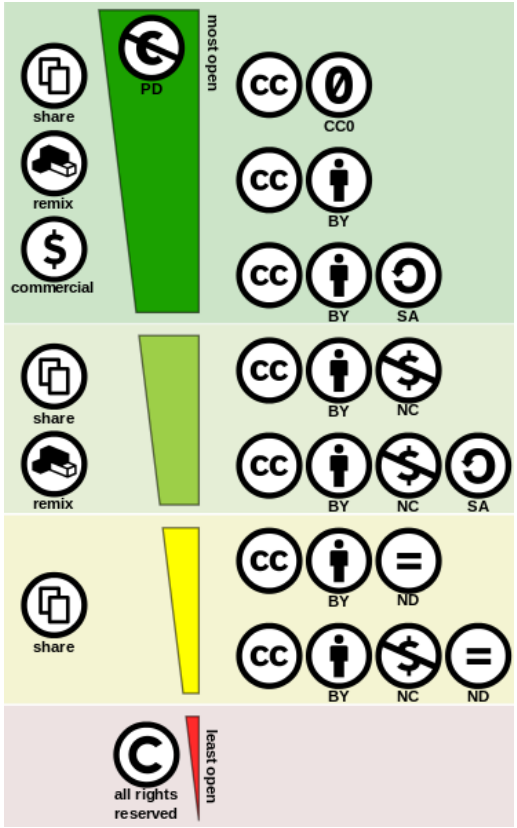

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Survey of student and teacher perceptions of Open Textbooks compared to traditional resources

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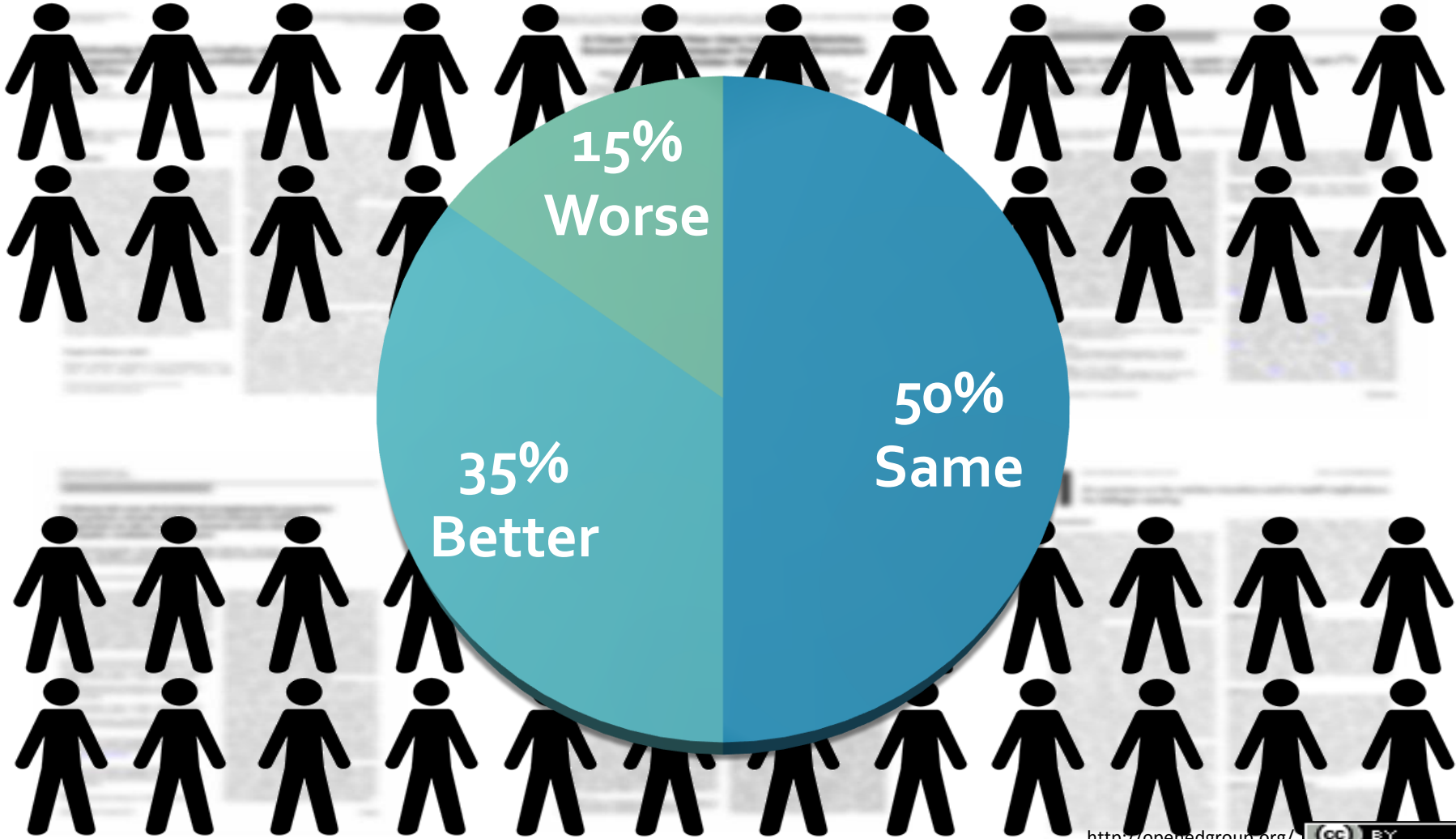

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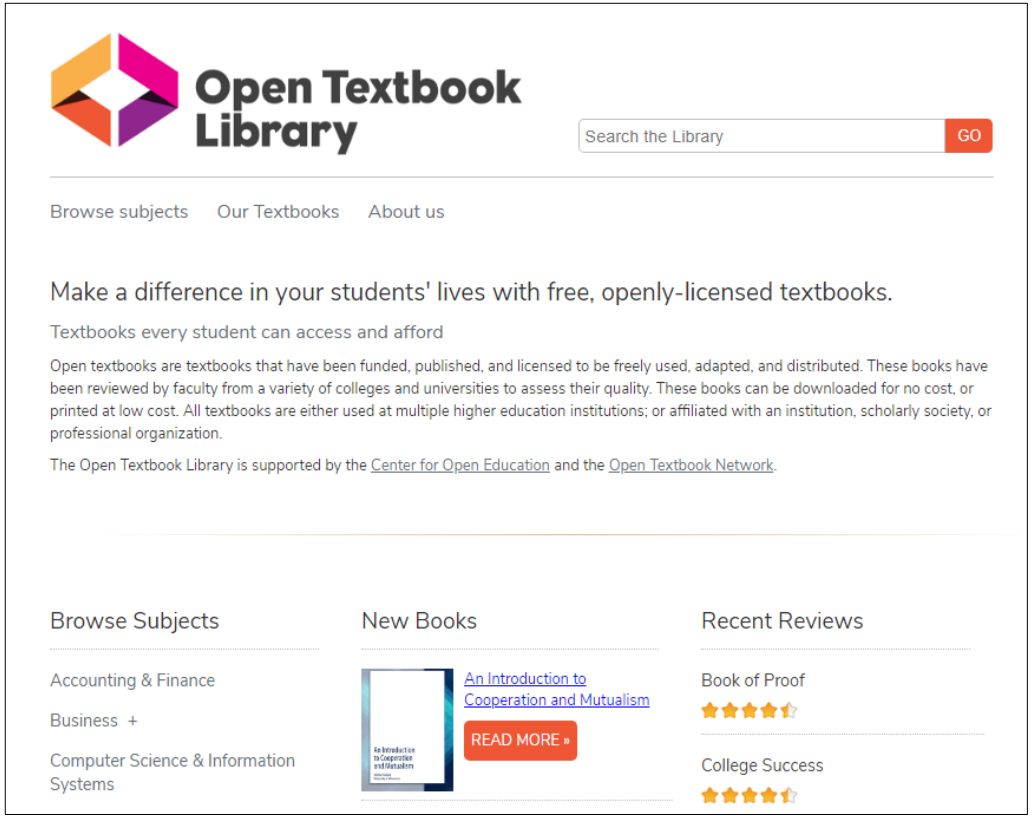
Open Education Resources (OERs)

Open Textbook Library



http://open.umn.edu/opentextbooks/

Open Textbook Library

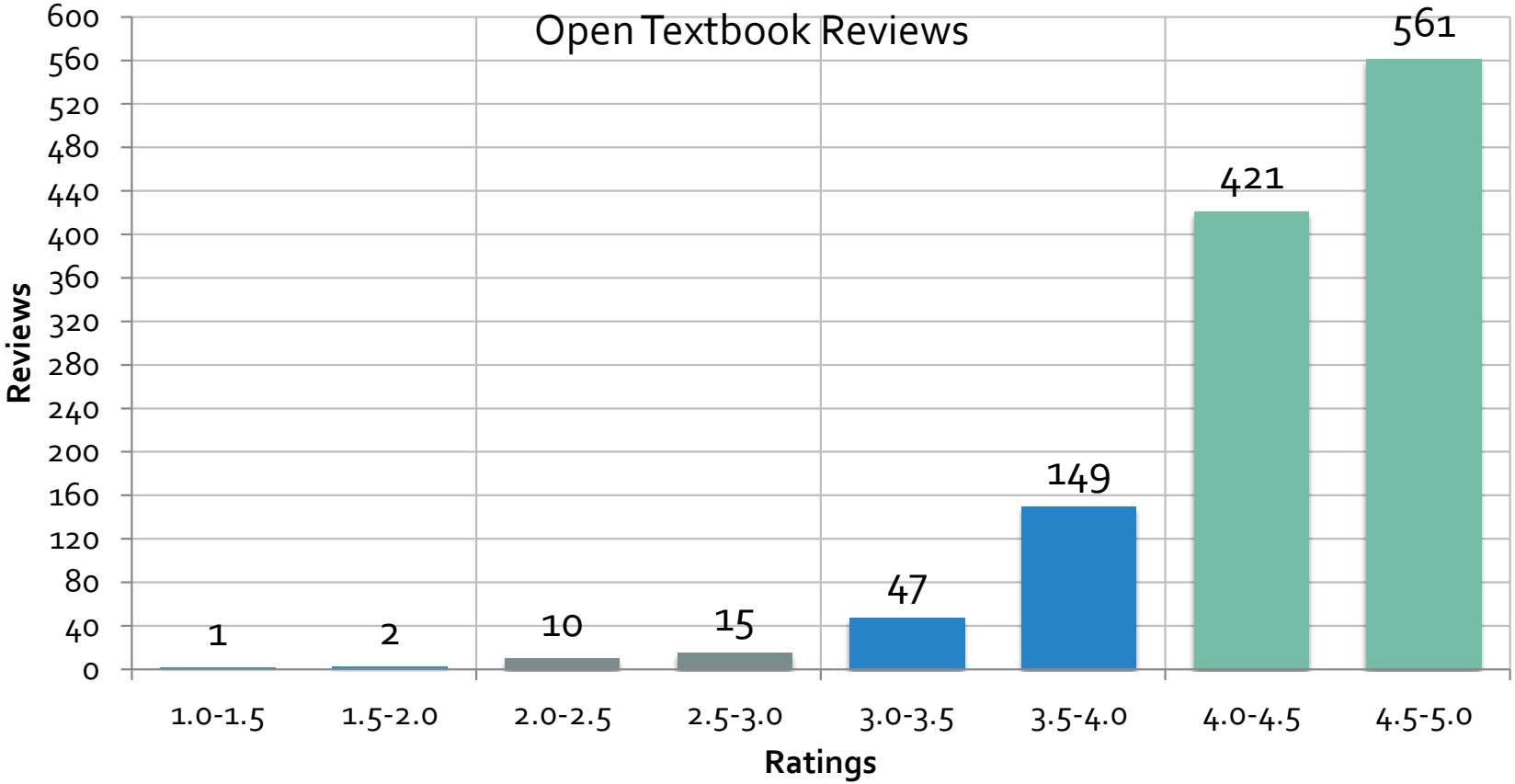
Designed for faculty to be able to find open text books in one place.

"is a comprehensive referatory that points to open textbooks by a variety of authors and publishers."

https://open.umn.edu/opentextbooks/FAQ.aspx

To be in the Open Textbook Library…

1. All content must be openly licensed.
2. Must be a complete textbook available as a complete portable file (e.g. PDF, ePub).
3. **Must be in use at multiple higher education institutions, or affiliated with a higher education institution, scholarly society, or professional organization.**
4. Must be an original textbook (not a derivative of another textbook). Possible exceptions to this criteria are modifications that reflect the needs or context of an entirely new audience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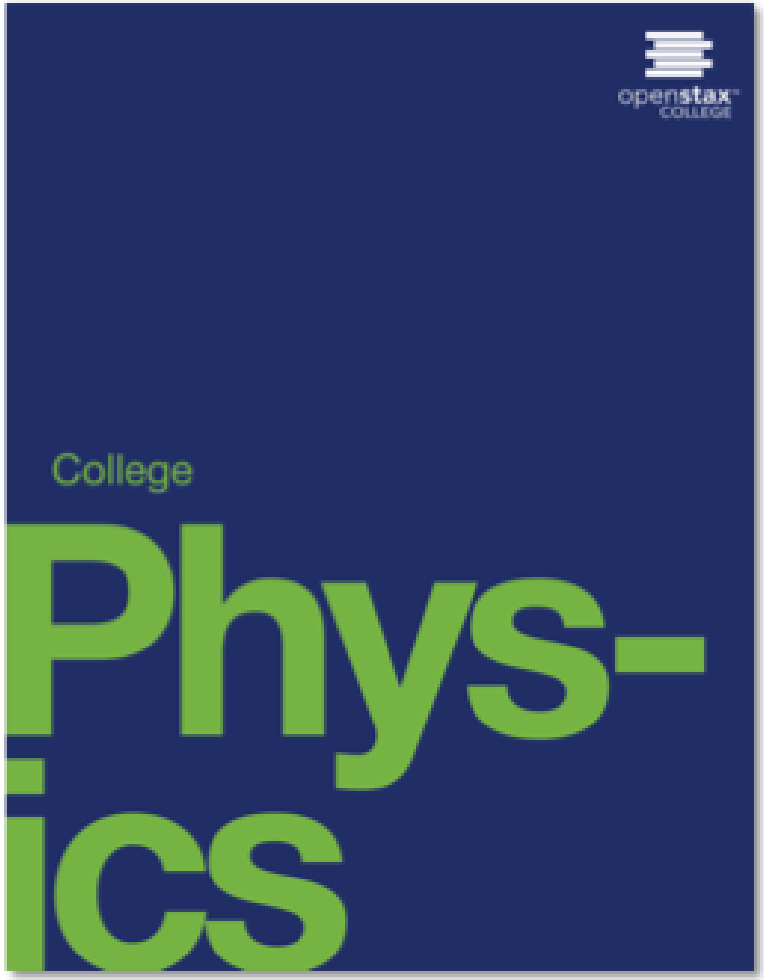
1.5-2.0
2.0-2.5
2.5-3.0
3.0-3.5
3.5-4.0
4.0-4.5
4.5-5.0
Ratings



Sample textbook

Introductory, algebra-based, two-semester college physics

1272 pages

Available in

PDF

ePub

Print

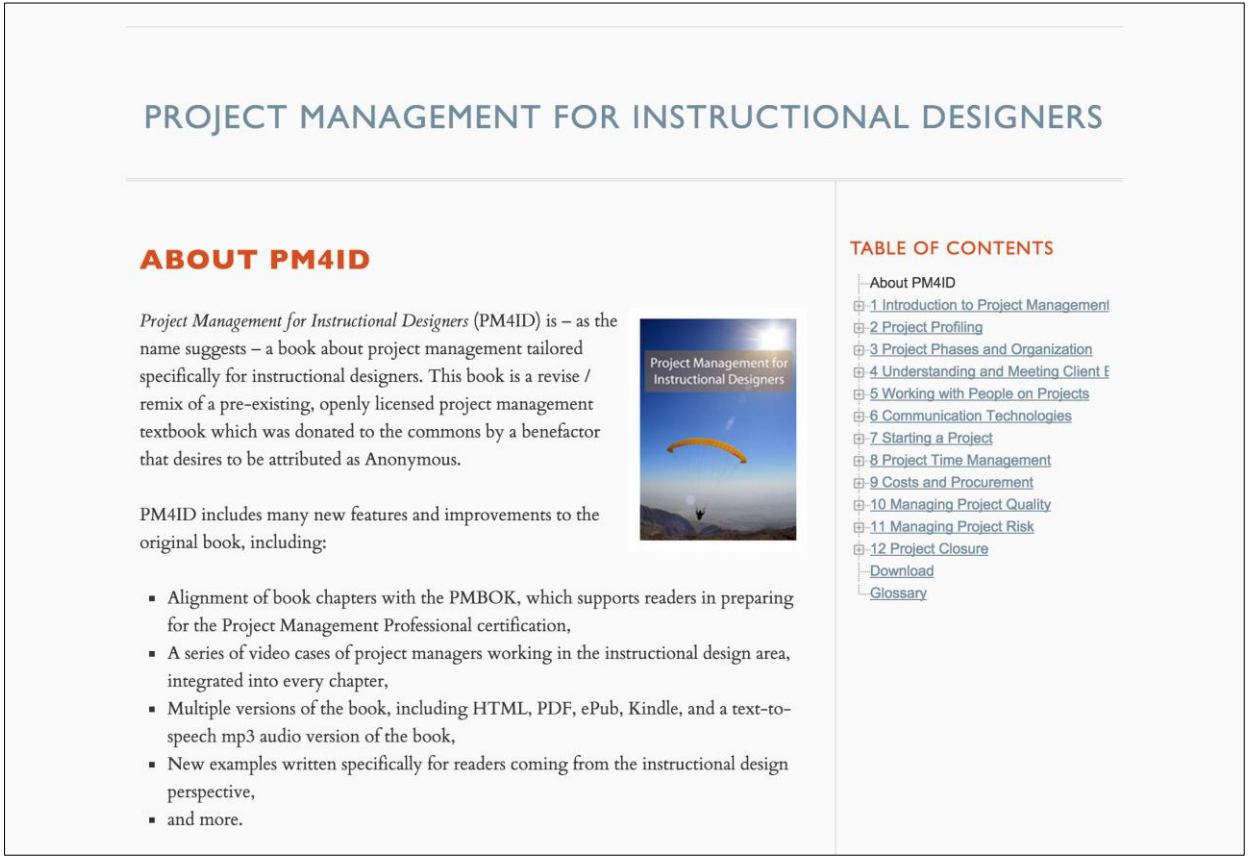
Web

Bookshare (accessible)

Instructor solution manual

Powerpoint slides

Editing in Open Textbook



PROJECT MANAGEMENT FOR INSTRUCTIONAL DESIGNERS

ABOUT PM4ID

Project Management for Instructional Designers (PM4ID) is – as the name suggests – a book about project management tailored specifically for instructional designers. This book is a revise / remix of a pre-existing, openly licensed project management textbook which was donated to the commons by a benefactor that desires to be attributed as Anonymous.

PM4ID includes many new features and improvements to the original book, including:

- Alignment of book chapters with the PMBOK, which supports readers in preparing for the Project Management Professional certification,
- A series of video cases of project managers working in the instructional design area, integrated into every chapter,
- Multiple versions of the book, including HTML, PDF, ePub, Kindle, and a text-to-speech mp3 audio version of the book,
- New examples written specifically for readers coming from the instructional design perspective,
- and more.

TABLE OF CONTENTS

About PM4ID
1 Introduction to Project Management
2 Project Profiling
3 Project Phases and Organization
4 Understanding and Meeting Client E
5 Working with People on Projects
6 Communication Technologies
7 Starting a Project
8 Project Time Management
9 Costs and Procurement
10 Managing Project Quality
11 Managing Project Risk
12 Project Closure
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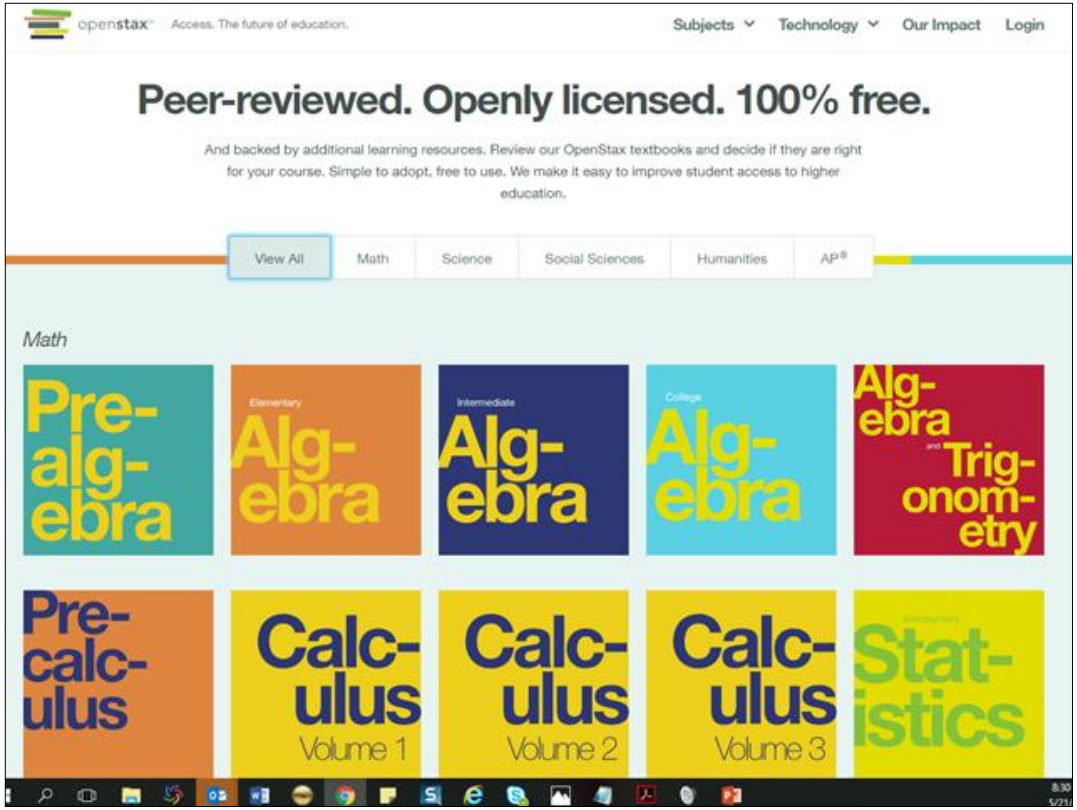
Glossary

Other open textbook options

Open Stax



https://openstax.org/subjects

Open and Affordable Textbook Programs

- Open Education Initiative
  - Emory University
- Alt-Textbook Project
  - North Carolina State University
- Affordable Textbook Project
  - San Jose State University
- Open Education Initiative
  - University of Massachusetts Amherst
- Alternative Textbook Program
  - University of Kentucky
- Open and Affordable Textbooks
  - Rutgers University
- Open Textbook Grant Program
  - Fort Hays State University
- Zero-to-Low Cost Course Project
  - University of Toronto
- OER Program
  - UNCG

Joyner Library Alternative Textbook Program

This program was developed to encourage faculty at East Carolina University to explore and use alternative texts such as Open Access textbooks, freely available articles and books, Open Educational Resources and/or library-licensed resources in lieu of assigning traditional textbooks.

First year there were over 35 applicants
2016 – 15 winners
*2017 – 16 winners

LSTA Grant Funded Project administered by NC State Library in collaboration with UNCG.

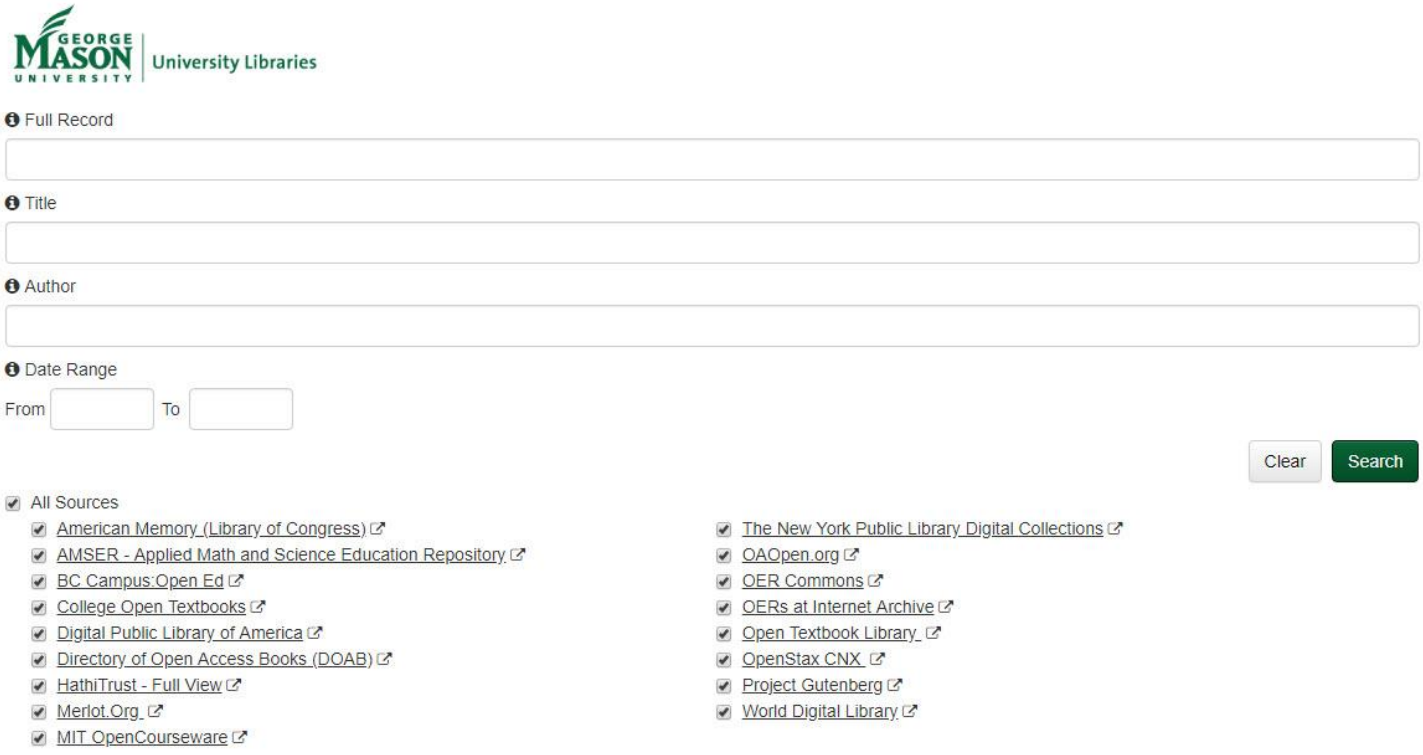
This slide, is a derivative of "Open Edcuational Resources: Free materials and their place in our communities" https://bit.ly/2IW6qik by Heather Seibert , used by CC BY NC SA. This attributed slide licensed under CC BY NC SA by Ashley Knox and Beth Thompson.

Other Open Educational Resources Initiatives

- OER Commons
- MIT Open Courseware
- Ben's Guide
- Khan Academy
- Chem Collective

Search for Open Educational Resources

- Mason OER Metafinder (MOM)



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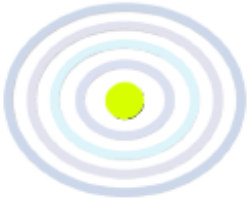

Value Proposition

- Students pay average of $1,200 annual on textbooks.*
- If NC colleges & universities adopted OER textbooks for the top-50 courses in state, we'd save students approximately $100,000,000 annually.**
- OER program in Georgia has saved students $26.1 million in textbook costs since 2014.***

*https://trends.collegeboard.org/college-pricing/figures-tables/average-estimated-undergraduate-budgets-2017-18
**Based on analysis of similar-sized state, Georgia.
***http://affordablelearninggeorgia.org/documents/ALGAllDataApr1917.pdf

Our Goal

Ensure that the top-100 courses taught in college classrooms across North Carolina have access to high-quality, open, free textbooks.

What You Would Get

- Statewide OER network (UNC, NCICU, CC).
- Actively-curated statewide OER repository.
- Content hosting.
- Faculty adoption grants pool.
- OER Training from Open Textbook Network.
- Print on demand via UNC Press.
- Help Desk support.

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